Advertising & the Advent of Olfactory Marketing

Dr Morgaine Gaye
Olfactory Past
Smell Semiotics
American Heritage Dictionary:
Something which defines the difference between good and bad smells in the world.

The English Dictionary:
A physiological response to a smell.

Robert (French) Dictionary:
A psychological object.
Sage

Knowing Man

Homo Sapien

nose wise

Keen Scented Man
<table>
<thead>
<tr>
<th>Element</th>
<th>Odour</th>
<th>Taste</th>
<th>Colour</th>
<th>Tone</th>
<th>Season</th>
<th>Direction</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wood</td>
<td>Goat</td>
<td>Sour</td>
<td>Green</td>
<td>chio</td>
<td>Spring</td>
<td>East</td>
</tr>
<tr>
<td>Fire</td>
<td>Burnt</td>
<td>Bitter</td>
<td>Red</td>
<td>chih</td>
<td>Summer</td>
<td>South</td>
</tr>
<tr>
<td>Earth</td>
<td>Fragrant</td>
<td>Sweet</td>
<td>Yellow</td>
<td>kung</td>
<td>Centre</td>
<td></td>
</tr>
<tr>
<td>Metal</td>
<td>Rank</td>
<td>Acrid</td>
<td>White</td>
<td>shang</td>
<td>Autumn</td>
<td>West</td>
</tr>
<tr>
<td>Water</td>
<td>Rotten</td>
<td>Salt</td>
<td>Black</td>
<td>yu</td>
<td>Winter</td>
<td>North</td>
</tr>
</tbody>
</table>
Odourtyping
Socio-biographical data

- emotions
- location
- gender
- age
‘strawberry’

‘fruit’

‘flower’

‘cleaning product’
Sensory Branding
**Sense of belonging**

**Religion**: A community, a congregation and group who share and support each other.

**Brand**: Fashion, trends, sub-cultures

---

**Clear vision**

**Religion**: Direct communication of right and wrong. What life is and what death is. The fundamentals specifically expressed.

**Brand**: Clear USP, every element of the brand strategy communicates the message.

---

**Story telling**

**Religion**: The religious book, history of the religion and the people in the story. Myths and legends to tell over again and to keep the religion alive, relevant and human.

**Brand**: Bring the brand to life and touch the consumer with personal and human stories. Give the consumer insights into the brands' relationships to others.
Sensory appeal

**Religion:** Incense, burning fragrances, the smells of the religious building and book. The sound or the cantor/imman/preacher and prayers. The sounds of the services and the calling to prayer.

**Brand:** Smell, touch, taste elements of the brand as much as possible.

Rituals

**Religion:** Things on which to arrange days and weekly events. Something everyone in the same religion may do, sometimes together.

**Brand:** Unspoken rules. Create habit in the consumer behaviour, something which would be missed or obvious if it was absent.
Symbols

Religion: Know people of your own religion instantly. Your ‘sign’ can be used in many ways – art, jewellery, buildings.

Brand: A clearly identifiable logo which others can instantly recognise and attribute to the brand.

Mystery

Religion: God cannot be seen or touched and he ‘moves in mysterious ways’ - therefore anything is possible.

Brand: Keep the customer coming back for more, the next thing, a new and exciting campaign, brand extension and product. The unexpected.
Conclusion
Smell is a potent wizard that transports us across thousands of miles and all the years we have lived.

Helen Keller
Thank You